

The GatorMail Google Integration

Introduction

As Google analytics is the defacto standard web site monitoring tool kit it is important that your email campaigns are visible when reviewing web site traffic and specifically when measuring the effectiveness of marketing expenditure across multiple digital channels. GatorMail utilises Google's API set so that it integrates seamlessly and with a simple extension to the Google tracking codes on your website, GatorMail retrieves invaluable data about which individual web pages were visited on your site once contacts had clicked off your email. This delivers truly invaluable insight into what people like and don't like, as well as 100% accurate conversion (and therefore ROI) reporting.

About Google Analytics

Google analytics is a powerful web analytics tool that is available to use at no cost. The nature of a free piece of software is such that most people, although having it switched on, don't really utilise Google Analytics to its full potential.



As you can see from the above screen clip, as well as watching the big blue line showing daily traffic, you can utilise the advanced segments functionality to visualise in any time period what were the key contributors to site traffic, or whether one channel (say email) was performing better than another (say PPC).

In addition, you can set up conversion goals, then review by campaign type or even name to see whether or not the site traffic you are generating is the type you want (the converting type).



Fixed Cost: [Goal 1: Contact Us Page](#)

Contact Us Page

48 visitors finished | 16.38% funnel conversion rate



In this example, a series of campaigns drive traffic to the hosted solutions page. The majority of visitors (128) then exit (known as bad traffic), others go on to view other pages on site, but 48 (18%) convert by going through the “experience” we wanted them to. This is great to measure percentages against other campaign types, but as lead generation it is no good to you as Google’s biggest failing is it does not know who these 48 people are.

But all is not lost, because we extended the tracking code so that GatorMail knows exactly who they are, as these were people we put on that site from our email campaigning. Run a Campaign conversion report in your campaign results and you will automatically generate a group with all these people in.

Fantastic!!

So How does it all work

In GatorMail you can turn on Google integration either globally (config), or at a campaign specific level (campaign details). Once activated all you now have to do is tell us which links you would like to track as you insert them.



Inserting a tracked link in GatorMail

So, now it's all turned on, every time someone clicks on a link in your email which drives them to your website, Google analytics is passed the following data through its API;

- utm_source=referring URL eg communiGatorMail.co.uk
- utm_medium=type ie email
- utm_campaign= campaign name ie google analytics
- utm_term=subject line ie Hints and Tips on Email Marketing
- utm_content=email address ie support@communiGator.co.uk

Now that Google analytics is aware of your campaign name, your subject line and your type, you can use its advanced features to filter, report, split test and alert.

For those already using Google analytics, you may notice that this functionality has been built to replicate that present in the Google link builder.

So, to create a filter looking for your CommuniGator email campaign, simply filter on your campaign name;

Google Analytics

Analytics Settings | View Reports: www.communigator.co.uk

Manage Advanced Segments » Edit Advanced Segment

type to filter

list view

Dimensions

- ▶ Visitors
- ▶ Traffic Sources
- ▶ Content
- ▶ E-Commerce
- ▶ Systems

Out of a total of ? visits...

Condition	Value
Campaign	Matches exactly
	Google results
<input checked="" type="checkbox"/> case sensitive	

or

[Add "or" statement](#)

Or, to set an alert when the email traffic you have driven to a site is greater than 50 people;

Google Analytics

Analytics Settings | View Reports: www.communigator.co.uk

Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Create an Alert

Alert name:

Apply to: www.communigator.co.uk and

Period:

Email me when this alert is triggered

Alert Conditions

This applies to	Condition	Value
Medium	Matches exactly	email

Alert me when	Condition	Value
Visitors	Is greater than	50

Conclusion

GatorMail will now refer your clicks into Google analytics as if Google had generated them itself. This means all the functional areas available to you in Google analytics are filtered for specific email campaigns, giving you true visibility of the outcome of your email marketing, and metrics of how it perform against other digital channels.